

Historic, Archive Document

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WAR FOOD ADMINISTRATION
Commodity Credit Corporation
Office of Supply
425 Wilson Building
Dallas 1, Texas

35CC 3-23-45

Approximate Time
First Part 5 Minutes
Second Part 3½ Minutes
March 26, 1945
No. 13

Mark. Ryel. Ser.
Dallas - Tex

1. MUSIC: UP AND UNDER

2. ANNOUNCER: Radio Station _____ presents ... FOOD FRONT HEADLINES...
a behind-the-scene story of how our food moves from farms
to battle lines... from ships to Allied supply depots...
from grocery shelves to civilian tables...and here ready
to take us backstage of the American food drama is

, District Representative of the

War Food Administration.

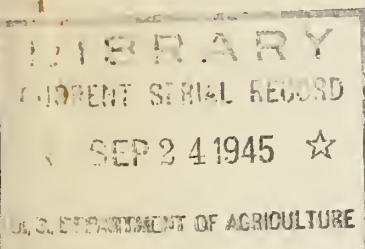
3. DIST:REP: We've been hearing so many different reports about the
tight meat situation during the last few days that the real
facts in the picture have been overlooked or forgotten.

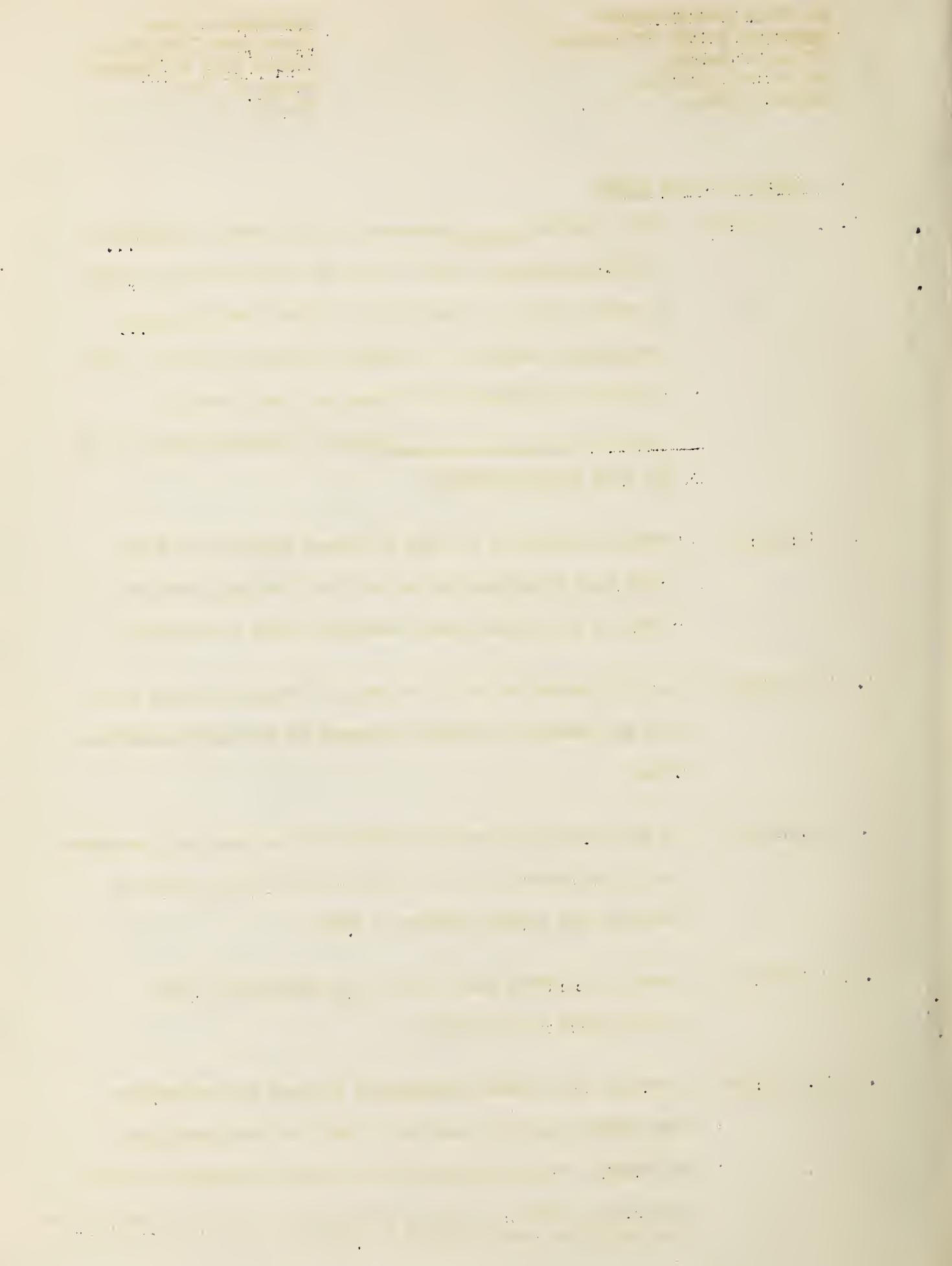
4. ANNOUNCER: So we're going to point out some of these facts and give
you the lowdown on what's happening to our meat supply and
why.

5. DIST. REP: As you know...the War Food Administration has just announced
that civilians will get 3 billion 793 million pounds of
meat for the second quarter of 1945.

6. ANNOUNCER: That's 12 percent less than we got during the first
three months of this year.

7. DIST. REP: However, our overall consumption of meat per person for
the entire year will not be as small as most people seem
to think. Each civilian will get about 115 pounds of meat
this year, which is only 10 pounds less than was eaten in aver-
age peacetime years of 1935 to 1939.





8. ANNOUNCER: To understand this reduction in our civilian meat supplies, we must remember that the number of cattle, hogs, calves, and other meat animals on farms and ranches decreased considerably in 1944... and a further decrease is in prospect for 1945.
9. DIST. REP: A cut of 29 percent in the total 1944 pig crop accounts for the short supply of pork. Also, many farmers apparently are feeding out their hogs to heavier weights for later marketing, since supplies of corn and other feed grains are adequate for liberal livestock feeding until the 1945 crop is harvested.
10. ANNOUNCER: Beef supplies are lower because last year we killed a record number of cattle - 34 million head... and feeders reduced the number of calves and young stock that make up this year's supply of beef. The decline in sheep numbers, which began in 1942, continued in 1944 at an increasing rate. The number of stock sheep and lambs decreased about nine percent, the sharpest decline in 75 years.
11. DIST. REP: To sum up the entire livestock situation...farmers and ranchers have reduced their livestock herds largely because of labor shortages, lack of transportation, unprofitable feed price ratios, and a reluctance to restock at the current high and uncertain prices. What stock they have is not fat enough to sell now and won't be for several months. Always, at this time of the year, few livestock are marketed.

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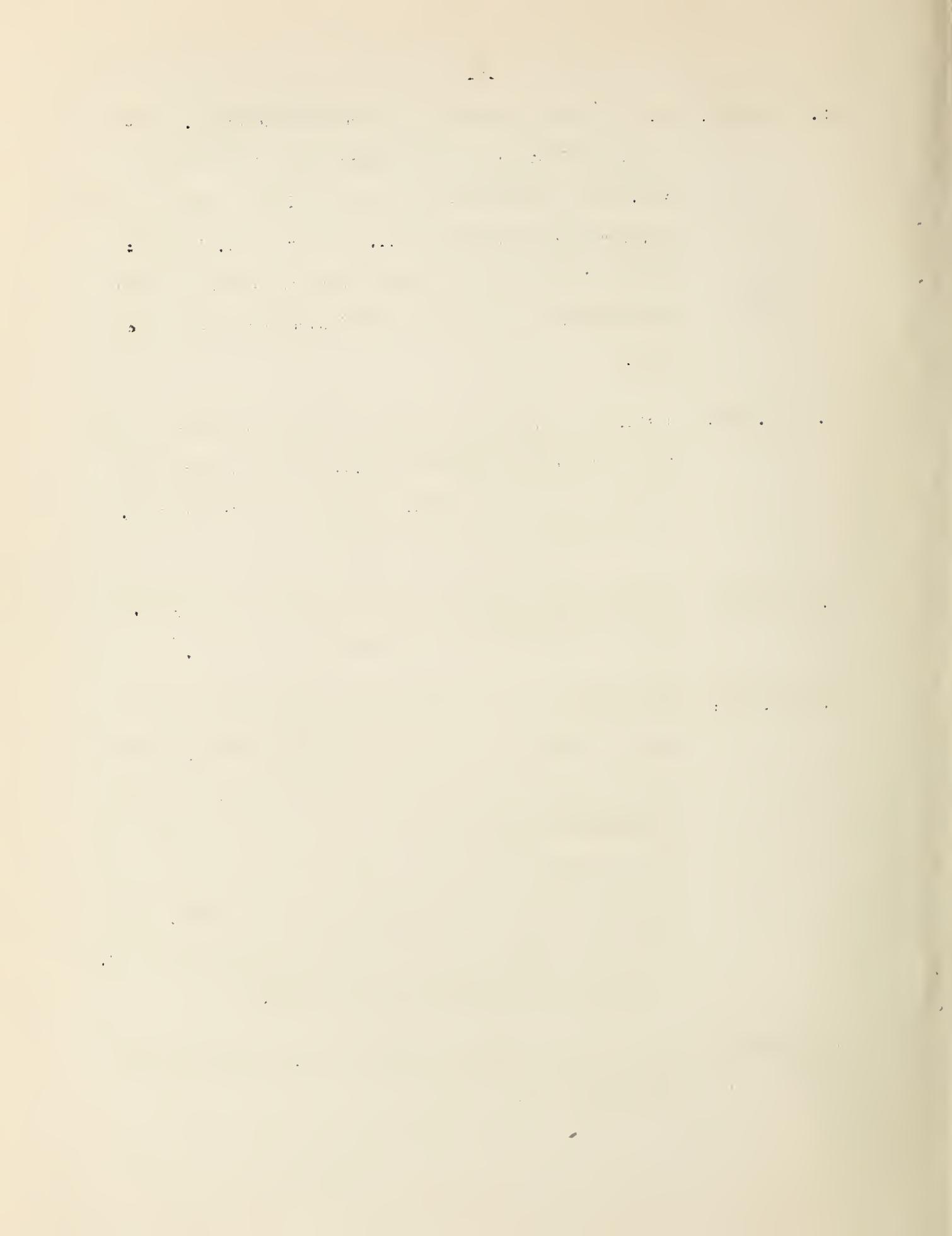
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12. ANNOUNCER: All of these facts enter into the meat shortage. However, we might look at the bright side of the picture too. Our total supplies of meat are large enough for every soldier to have enough meat... and more veal, lamb and mutton allocated to civilians during the coming quarter will partially offset the reduced supplies of beef and pork.
13. DIST. REP: I think we notice the shortage of these two items more now than we would in ordinary times... because we have more money to buy beef and pork. We tend to over-look veal, lamb and mutton as desirable meats.
14. ANNOUNCER: Another thing that makes our meat supply seem short is the fact that military requirements have gone up.
15. DIST. REP: Yes, they're up four percent above last quarter. You see, in addition to the U. S. military personnel, which is a lot more than it was this time last year, the War Department must feed civilians working for the army overseas and prisoners of war. Also, certain elements of Allied armies, including Filipinos and Free French, and the Italian army plus Italian service units with the U. S. Army have no food except what we provide.
16. ANNOUNCER: And when these groups are all added up, they number more than two million.



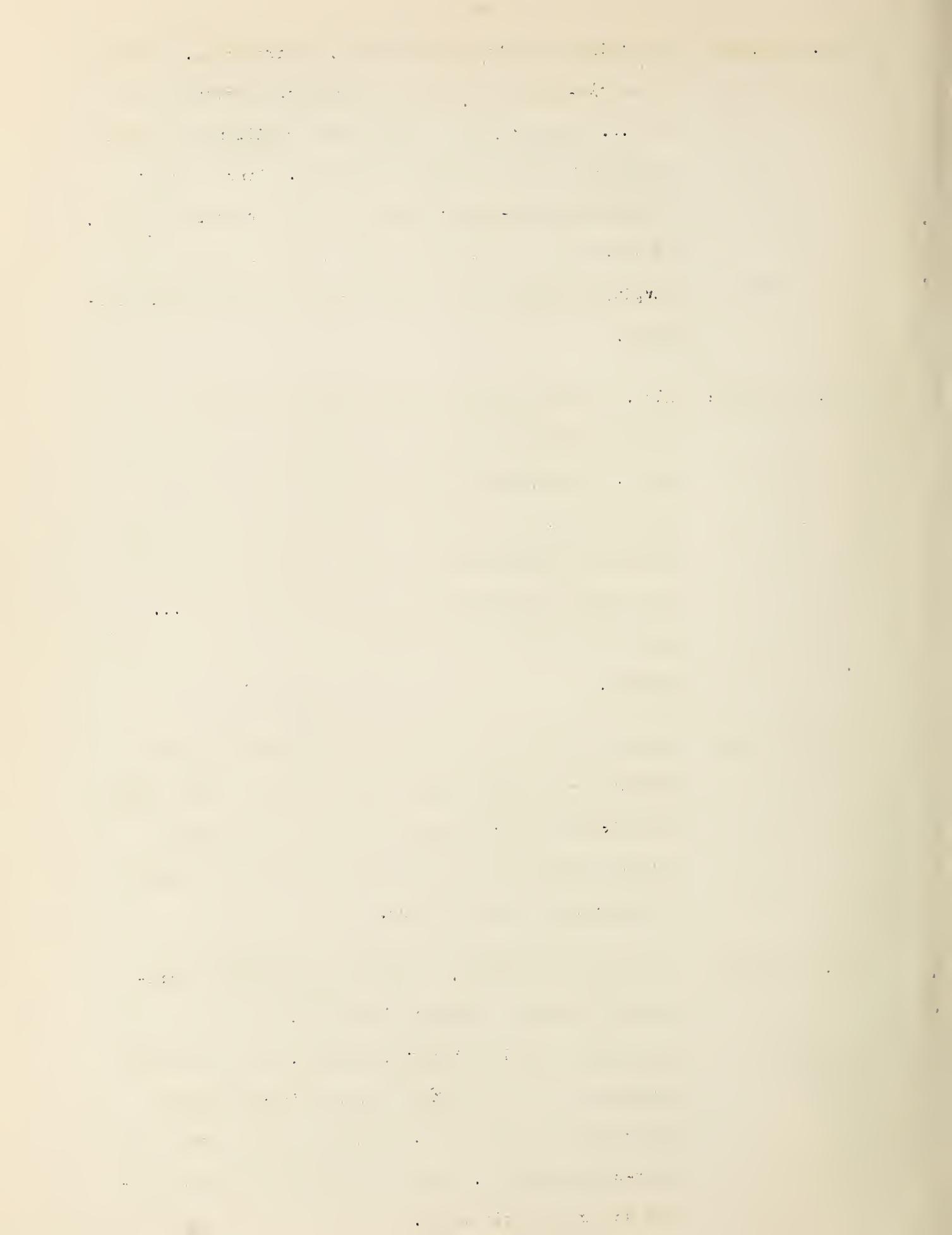
17. DIST. REP: To feed our fighters and this additional two million... will take 1 billion 381 million pounds of meat during the next quarter. And, even this amount is about 10 percent less than the total the U. S. military forces requested. However, all of the reduction was in the smaller amount of meat going to prisoners of war. Each soldier will continue to get the same ration of meat.
18. ANNOUNCER: Also, Lend-Lease shipments of meat during the next quarter will be smaller. Only 300 million pounds of meat will be shipped to the Russians as provided in an agreement of many months standing... and 25 million pounds will go to the United Kingdom. From this amount limited supplies will go to civilians in liberated areas.
19. DIST. REP: The amount of meat shipped to our allies under Lend-Lease had to be cut because any further reduction of supplies in the United States would create more difficult distribution problems.
20. ANNOUNCER: Our reduced supplies of meat are being spread out fairly among all groups. Each claimant, except the armed forces, will share alike with civilians in the reduction. Right now, poor distribution seems to be the chief reason for most acute shortages of meat.

21. DIST. REP: And this is what's behind the poor distribution. Actually we're slaughtering enough livestock for everyone to have meat... but nearly half of the total civilian meat supply at present is not federally inspected. Since no meat except federally-inspected may be sold across state lines, this results in relatively large supplies of meat in surplus producing areas, while acute shortages occur elsewhere.

22. ANNOUNCER: Also, so much livestock being slaughtered without federal inspection brings about this sort of situation. The U. S. Quartermaster Corps, which buys for all the armed forces, has to make all of its purchases from the packers who operate under federal inspection. Most of the output of such packers goes for military uses... and even then they have a difficult time meeting military demands.

23. DIST. REP: What meat that's left, if any, goes to civilians in areas without local slaughterers. However, the War Food Administration has taken steps to divert more livestock to federally inspected plants by limiting subsidy payments to non-inspected slaughterers.

24. ANNOUNCER: Along these same lines, the OPA has issued new distribution regulations to cover commercial, retail and farm slaughter, as well as custom slaughter. This action is expected to move more cattle and hogs into federally inspected slaughter houses. This will direct more meat into inter-state channels, where it'll be available for military use and deficit areas.



25. DIST. REP: Overcrowded industrial centers will continue to feel the pinch of the meat shortage until this new machinery for directing more livestock into federally inspected slaughter houses starts working.
26. ANNOUNCER: However, we can not expect any substantial improvement in our meat supply until this fall when meat animals will be fat enough to sell. Also, the end of the war in Europe will not materially affect the meat situation.
27. DIST. REP: Decreased livestock numbers... seasonally low marketings of meat animals... labor shortages on ranches as well as in packing plants... higher military needs...and more civilians with more money to buy more meat... all add up to make a tight meat supply.
28. ANNOUNCER: And that covers the meat situation. Listen next _____ to FOOD FRONT HEADLINES presented as a public service feature by Radio Station _____ in cooperation with the War Food Administration to bring you inside facts from authoritative sources about what's happening on the agricultural firing line.
- NOTE TO DISTRICT REPRESENTATIVE: CUE NO. 28 WILL END YOUR PROGRAM IF YOUR TIME IS 5 MINUTES. IF YOU HAVE MORE TIME...CUT CUE NO. 28 AND CONTINUE WITH CUE NO. 29.
29. ANNOUNCER: Even if we don't have enough meat to satisfy the demands of every group, the record food crops farmers produced last year, and intend to produce this year assure us of a wholesome diet during 1945.

30. DIST. REP: Yes, despite handicaps...such as labor and machinery shortages...our farmers have produced more food in each of the war years than they did in peace time.

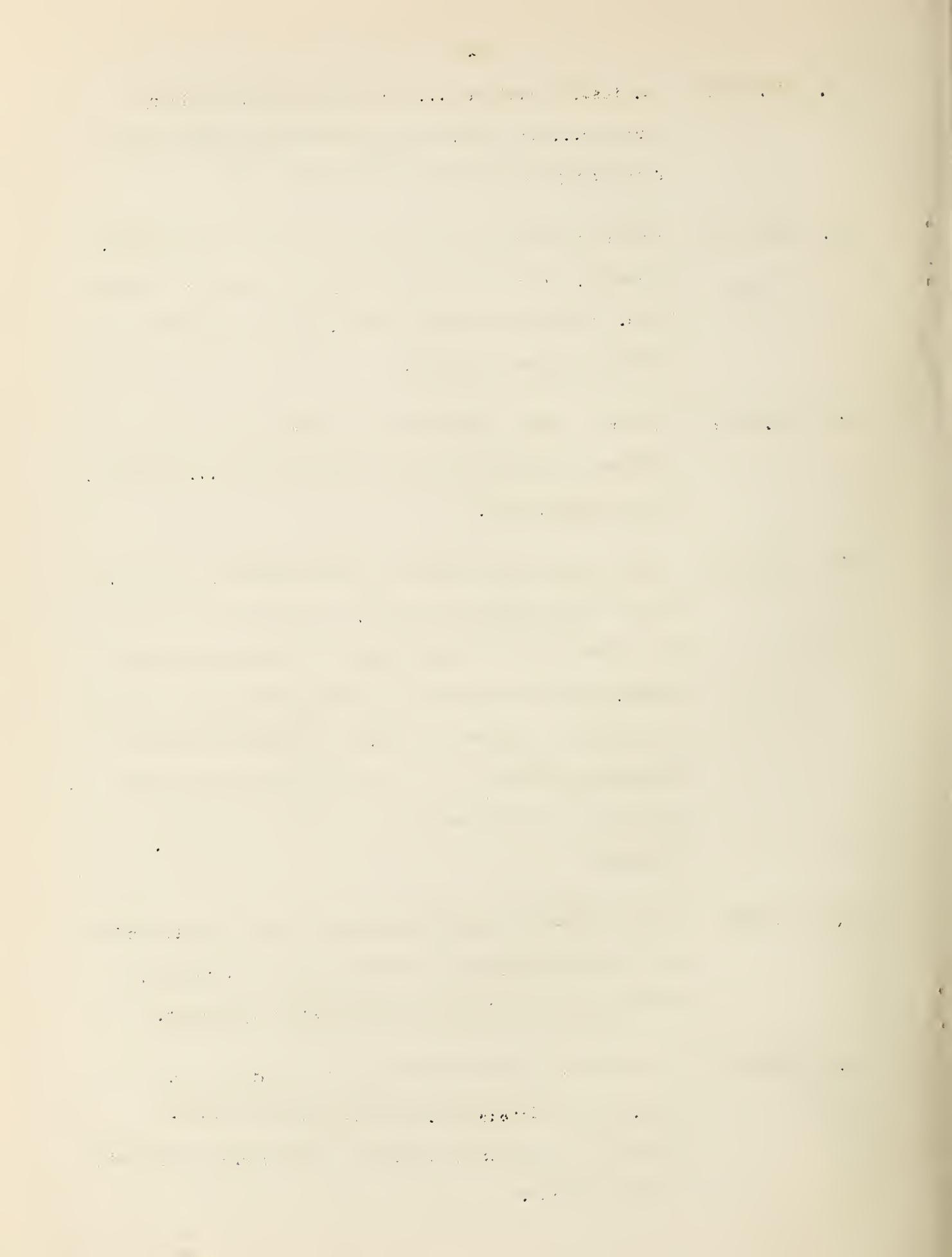
31. ANNOUNCER: Actually there is a good supply of food in this country. Of course, we won't be able to buy all we want of certain items. For those in short supply, we can substitute those more plentiful foods.

32. DIST. REP: You bet we can! Right here in our own state we have an abundance of three different fresh vegetables...cabbage...beets...and carrots.

33. ANNOUNCER: And in some places onions are very plentiful. You see, this is what happened to onions. Last fall's crop was big. Much of it went into storage. During the winter months, when these onions would have normally moved out of storage to consumer markets... bad weather clogged transportation lines. As a result, there'll be plenty of onions at most markets to last until the new crop comes on.

34. DIST. REP: Carrot: crops now being harvested in Texas and California have moved this improved variety of that weed commonly known as Queen Anne's lace into almost every market.

35. ANNOUNCER: Not only will housewives find carrots plentiful and cheap, but nutritious too. Carrots provide abundant quantities of vitamin A...and are a good source of vitamin G and of calcium.



36. DIST. REP: Also, you'll probably find at your fresh vegetable counter plenty of winter beets from Texas. Beet production this year is estimated one million 209 thousand bushels as compared with the 10-year average of 919 thousand bushels.
37. ANNOUNCER: When beets are young and tender, they're two vegetables in one. The tops count as a green leafy vegetable... rich in iron and valuable vitamins... and the beet roots contain some vitamin B₁ and G.
38. DIST. REP: Cabbage is a top-ranking vegetable so far as vitamins are concerned, for it contains A, B₁, C, G and the pellagra preventative factor. Green cabbage is also a good source of calcium and iron.
39. ANNOUNCER: Homemakers whose Victory Gardens haven't provided them with any fresh vegetables will find these abundant supplies of beets, carrots and cabbage a short cut in menu planning as well as money savers on the grocery bill.
40. DIST. REP: At some markets...these vegetables will likely be cheap enough for the thrifty homemaker to start her home canning early this season. That's the best way of making sure that an abundant food is not in short supply later on. We needn't take that chance with seasonally fresh vegetables if we practice home canning.
41. ANNOUNCER: Carrots and cabbage, as well as beets, are versatile. They may be used in numerous ways...either raw or cooked. They fit into any lunch or dinner menu.

42. DIST. REP: We're pretty fortunate to be so close to the growing areas of all these early spring vegetables. The shipping difficulties, which interfered with the normal movement of carrots, cabbage and beets to northern markets, has not materially affected the supplies we can get in this area.

43. ANNOUNCER: Now folks...when you hear about food shortages...think of these two points...our fighters are getting the food they need...and we at home have enough abundant foods to offset any shortages we might feel. Thanks for listening...and listen next _____ to FOOD FRONT HEADLINES...presented as a public service feature by Radio Station _____ to bring you inside facts from authoritative sources about what's happening on the agricultural firing line.

